Registered Number 03793821

Perception Advertising Limited

Abbreviated Accounts

30 June 2016

Perception Advertising Limited **Registered Number 03793821**

Balance Sheet as at 30 June 2016

	Notes	2016		2015	
		£	£	£	£
Current assets					
Debtors		6,584		14,697	
Cash at bank and in hand		12		12	
Total current assets		6,596		14,709	
Creditors: amounts falling due within one year		(41,513)		(52,732)	
Net current assets (liabilities)			(34,917)		(38,023)
Total assets less current liabilities			(34,917)		(38,023)
Total net assets (liabilities)			(34,917)		(38,023)
Capital and reserves					
Called up share capital	4		4		4
Profit and loss account			(34,921)		(38,027)
Shareholders funds			(34,917)		(38,023)

a. For the year ending 30 June 2016 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 30 June 2017

And signed on their behalf by:
R Scrutton, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 30 June 2016

1 **Accounting policies**

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015). The accounts have been prepared on a going concern basis which is dependent upon the continued support of the company's directors.

Changes in accounting policies

In preparing the financial statements for the current year, the company has adopted the Financial Reporting Standard for Smaller Entities (effective January 2015). The adoption of the Financial Reporting Standard for Smaller Entities (effective January 2015) has had no effect on the results for the current period.

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax. In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

Fixed Assets

All fixed assets are initially recorded at cost.

Financial Instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over

their estimated useful lives.

Plant & Machinery	25% 25-33% on cost
Fixtures & Fittings	25% on cost

2 **Fixed Assets**

	Tangible Assets	Total
Cost or valuation	**£**	**£**
At 01 July 2015	93,577	93,577
At 30 June 2016	93,577	93,577
Depreciation		
At 01 July 2015	93,577	93,577
At 30 June 2016	93,577	93,577

3 **Creditors: amounts falling due after more than one year**

4 **Share capital**

	2016	2015
	£	**£**
Allotted, called up and fully paid:		
2 Ordinary Class A of £1 each	2	2
2 Ordinary Class B of £1 each	2	2

The ordinary class B shares have no voting rights.